REMARKS

By way of this preliminary amendment, claim 8 has been canceled, and claims 3-6 have been amended.

Respectfully submitted,

June 13, 2002   _Phillip J. Articola_   Reg. No. 38,819
Date   for Johnny A. Kumar
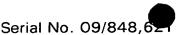   Registration No. 34,649

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

MARKED UP REWRITTEN CLAIMS:

3.   (Amended) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor [informs the store of the fact] automatically accounts of utilization of the information on specials by receiving information that, under the advertiser, the users have actually taken advantage of specials[,] including coupons selected and edited by the information selector[, for automatic accounting of utilization of the information on specials].

4.   (Amended) The image forming system according to claim 1, further comprising:

a reception controller configured to control reception of information that users have taken advantage of specials sent from the advertiser for the statistical data processor,

wherein the statistical data processor [informs the store of the fact] accounts and processes data including frequency of utilization by receiving information that, under the advertiser, the users have actually taken advantage of specials including coupons issued at the store and [checks] by checking demographic data on users [and] obtained at the store and the information that the users have taken advantage of specials sent from the advertiser[, for accounting processing of data including frequency of utilization].

5.   (Amended) The image forming system according to claim 4, further comprising:

a transmission controller configured to control transmission of statistical data and printing charge information from the statistical data processor to the store,

wherein the [statistical data processor] transmission controller informs the advertiser of a result of the accounting processing.

6.   (Amended) The image forming system according to claim 4, wherein the [statistical data processor] information selector automatically controls the amount of data related to the advertiser and to be printed at the store based on a result of the accounting processing.